WALKER HALL 640 **WAMF** 640 AMHERST, MASS.

"the radio voice of amherst college"

cc: Vance
WCSR
WMHC
WAMF

December 9, 1954

Mr. Robert R. Vance,
College Radio Corporation,
14 West 45th Street,
New York City,
New York.

Dear Bob,

Just a line to tell you the latest happenings up here, including some top-notch news about your old college creations, especially the Pioneer Broadcasting System.

That being the best news, in fact, it shall come first. The girls from Mount Holyoke College have received some windfall benefits, and, by virtue of this, have decided to join PBS for the remainder of the year.

There is, of course no need to tell you what this will mean to us in terms of prestige on campus. To say that we have direct lines to the campi of the two local women's colleges, and moreover, that we're the oldest (and now, I think, the biggest) line-linked web in the country is something for any group to swell its chest about. Seeing as how most of it was your idea, I pass the information to you, and invite you to glow with pride as we are.

The requirements on the Lucky Strike contract, signed early this year, and dated "January 2nd, 1954" are being interpreted as follows: Since the girls from Mount Holyoke can ta e no advertisement of the "jingle variety" by faculty fiat, I have felt that they could be included in section 6b of the contract which says "that any sustaining program using news or other material provided by the United Press news teletype service shall be introduced and closed with the credit line "This news was (is) brought to you through the courtesy of Lucky Strike cigarettes" or such other credit line as the sponsor may prescribe."

I feel that as far as WMHC of Mount Holyoke is concerned, they are presenting a "sustaining program" in that they receive no direct benefits from the news ticker as we do, or as the network does by having the phone line between here and Northampton. Since we can consider them as presenting a "sustaining show" and since their faculty is reluctant to allow anyone to sing the virtues of any product over their station, we will give them the news at no additional expense to you and with credit to Luckies.

That being the case, and meeting with your approval, we intend to start broadcasting on Monday, January 10, 1955.

Looking forward to seeing you over the Xmas break, I am,

Cordially yours,